

Oneida County Tourism Meeting Minutes  
Rhineland Area Chamber of Commerce

February 4, 2013

Present: Lyn Pilch, Kim Baltus, Connie Madden, Romelle Vandervest, Kari Zambon, Bob Martini, Lara Reed, Pat Broukal, Gary Baier, Tim Brown

Excused: Connie Madden

Absent: Skip Brunswick

1. **Call to Order** – the meeting was called to order by Romelle Vandervest at 1:30pm
2. **Approve Agenda** – Motion Baltus/Martini; motion carried
3. **Approve December Minutes** – The date of the last meeting needs to be correct to 2012. Motion to approve with the date change made by Martini/Zambon; motion carried
4. **Treasurers Report** – In Madden’s absence Baltus and Reed shared an email they received from Madden. The financials cannot be closed until March, Madden will not have a new 2013 report or a final December 2012 report until that time. Not the only changes are the \$40,000 grant income was added in 2012 per Pilch. \$500 in dues was paid which is believed to be from Lake Tomahawk but waiting on confirmation of that. There is a reimbursement to Minocqua as well that is not on the report but should be on the final report for December. A motion to approve the Treasurer’s Report was made by Zambon/Baier; motion carried.
5. **Invoices** – Baltus passed around an invoice to approve from Pilch and Barnet for services in January and February for a total of \$12,800. Also, Pilch shared the information for the split of sending Tamra Anderson to the WBAY Camping Show in Green Bay for \$172.06. As a reminder as part of ITBEC we must have representation at the sports shows they attend or pay \$100. When we do not have a rep from Oneida County that can attend the shows Anderson will volunteer to represent both Oneida County and Lincoln County. For her efforts Oneida County splits the cost of her travel and expenses with Lincoln County. Zambon mentioned that in the future it looks like the penalty from ITBEC for not having representation is going to go up from \$100 to about \$250 in 2014 so it is very good to have Anderson represent both counties otherwise we would be fined. A motion was made to approve these two invoices by Reed/Broukal; motion passed.
6. **Election of Officers** – The group discussed Diane Hapka’s resignation from the committee and discussed the election of a new slate of officers. A motion was made by Reed to recognize Diane for all her years of service and commitment to the Tourism Council. Seconded by Baltus. Motion carried. Baltus will write a letter of thank you to Diane. After some discussion a slate of officers was presented as follows:
  - President – Kim Baltus
  - Vice President – Romelle Vandervest
  - Secretary – Lara Reed
  - Treasurer – Connie Madden

A motion was made to accept the slate of officers as presented by Zambon/Baier; motion passed.

7. **Bylaw Review** – The council was not prepared to discuss this agenda item so it will be moved to the next meeting.
8. **Dates of Future Meetings** – next meeting will be on April 1, 2013 in Three Lakes. Pilch will contact Skip regarding a specific location.
9. **2013 Budget**- Pilch indicated this item could be removed from the agenda as we finalized the budget in December. The one item to discuss would be sending a representative from the Council to the Governor's Conference in March. Reed and Baltus are attending on behalf of their Chambers. Zambon indicated she would like to attend and the council agreed to pay for her expenses to attend.
10. **JEM Branding Grant Update**- Lyn Pilch; The Northwoods of Wisconsin group will be meeting tomorrow at the Rhinelander Chamber at 1:30pm to discuss the evaluation and Year 3 Grant which is due April 1, 2013.
11. **Pilch & Bernet Report** – Lyn Pilch; Pilch had three reports to hand out to the group which have been emailed out and included with these minutes. The first is an editorial calendar which details the things that will be happening with our social media. The second is a wrap up of the summer snapshot contest and the third is our 4<sup>th</sup> quarter marketing report. Pilch reviewed these with the group.
12. **State Tourism Department Report** – NONE
13. **ITBEC Report** – Kari Zambon; mentioned that the group needs to be submitting photos for the new ITBEC projects, the website and redesign of the booth display.
14. **Grow North & OCEDC Report** – Tim Brown reminded the group to mark their calendars for the March 21<sup>st</sup> Research Summit at Treehaven. The topic this year will be on Broadband and its importance to the Northwoods economy. He also mentioned that the Oneida County Fair is really trying to expand and reach outside of the Rhinelander community so he encouraged those from other communities to get involved or encourage volunteers from other communities to participate. Their first planning meeting will be held tomorrow at 5:30pm at the UW Extension Office.
15. **Community Reports** – Kim Baltus – the lack of snow has been tough but the recent snowfall has really helped. Their new guides are in and being distributed and they attended their first sports show of the season in Chicago which went well. Lara Reed – agreed with Baltus's snow comments. Rhinelander is busy in February. This weekend Friday is the Taste of Chocolate, Saturday and Sunday are the Lions Fisheree and Broomball Tournament and Snow Shoe Race. The Business Expo will be held on February 27<sup>th</sup> at James Williams Middle School and the Ho-Drags on Ice Ice Drag racing will be held on Saturday February 23<sup>rd</sup> on Lake Thompson. Their new books are also in so please take some and also take the OC Snowmobile maps as well. Pat Broukal – Pelican Lake will have their annual Ice Fishing Jamboree on February 23<sup>rd</sup> and their new guides are also in.
16. **Public Comment/Communications** – Pilch indicated their office is moving to a new location and the one item they are still working on is getting the Oneida County phone lines moved over without losing any days of service. They will also be holding their social event during the

Governor's Conference at their new office along with some social media classes the Wednesday morning following the conference.

17. **Items to be included on Next Agenda** – Remove Election of Officers and 2013 Budget and also add Updating the Email Distribution List
18. **Adjournment** –Motion Baier/Zambon; motion carried. Meeting Adjourned at 3pm.

Respectfully submitted,

Lara Reed

OCTC Secretary